

Serial No. 10/037,674  
21 Sep 2005 Reply to  
21 Mar 2005 Office Action

**Amendments to the Claims**

The following listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (currently amended) A method of determining event-tracking information related to a user on a computer network, comprising:

receiving an event signal from a client device associated with the user, wherein the event signal comprises data that is descriptive of a user interaction with a server device of the computer network;

retrieving a set of instructions that correspond to the data included in the event signal;

extracting the data from the event signal in accordance with the retrieved instructions; and storing the data in a database.

2. (original) A method as defined in claim 1, wherein the event signal includes a tag that denotes at least one item of data that is descriptive of the user interaction, and wherein the set of instructions includes an identification of the tag so that the item of data can be located in the event signal.

3. (original) A method as defined in claim 2, additionally comprising extracting the item of data that is denoted by the tag identified in the instructions.

4. (original) A method as defined in claim 1, wherein the event signal includes an event ID and wherein retrieving a set of instructions that correspond to the data included in the event signal comprises retrieving a set of instructions that correspond to the event ID.

5. (original) A method as defined in claim 4, additionally comprising maintaining a list of event IDs and a set of instructions that correspond to each event ID.

Serial No. 10/037,674  
21 Sep 2005 Reply to  
21 Mar 2005 Office Action

6. (original) A method as defined in claim 1, wherein a gateway module extracts the data from the event signal, and additionally comprising distributing a plurality of received event signals among several gateway modules in order to balance a load of received event signals among the several gateway modules.
7. (original) A method as defined in claim 1, wherein the gateway modules create a data file that contains the extracted data and stores the data file in a database, and wherein the gateway module communicate with the database according to structured query language.
8. (original) A method as defined in claim 1, wherein the event signal conforms to the Hypertext Transfer Protocol.
9. (original) A method as defined in claim 1, wherein the event signal is received from a client device that generated the event signal in response to executing code embedded in a Web page that the client device received from the server device.
10. (original) A method as defined in claim 1, wherein the user interaction with the server device of the computer network comprises the user removing an item from or inserting an item into a shopping cart maintained by the server device.
11. (original) A method as defined in claim 1, wherein the user interaction with the server device of the computer network comprises the user downloading a file from the server device over the computer network.
12. (original) A method as defined in claim 1, wherein the user interaction with the server device of the computer network comprises the user conducting a search using the server device.

Serial No. 10/037,674  
21 Sep 2005 Reply to  
21 Mar 2005 Office Action

13. (original) A method of determining event-tracking information from a network user, the method comprising:

receiving a request from a network user which includes a request to record event-tracking information in an event-tracking file wherein said request received is originally contained in a specially-formatted Web page and wherein said request includes the event tracking information;  
extracting the event-tracking information from the request; and  
creating a record in an event-tracking file containing event-tracking information.

14. (original) A method as defined in claim 13, wherein the request includes an event ID, and additionally comprising retrieving a set of instructions that correspond to the event ID, wherein the instructions govern the extraction of the event tracking information from the request.

15. (original) A method as defined in claim 14, wherein extracting the event-tracking information from the request comprises extracting the event-tracking information in accordance with the retrieved instructions.

16. (original) A method as defined in claim 13, wherein the event tracking information relates to user interaction with a server device of the network, and wherein the server device served the specially-formatted Web page to the user.

17. (original) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises the user removing an item from or inserting an item into a shopping cart maintained by the server device.

18. (original) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises the user downloading a file from the server device over the computer network.

Serial No. 10/037,674  
21 Sep 2005 Reply to  
21 Mar 2005 Office Action

19. (original) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises the user conducting a search using the server device.

20. (original) A method as defined in claim 13, wherein a gateway module extracts the event tracking information, and additionally comprising distributing a plurality of received requests among several gateway modules in order to balance a load of received requests among the several gateway modules.

21. (original) A method as defined in claim 13, wherein the record in the event-tracking file is created according to structured query language.

22. – 33. Cancelled.

34. (new) A method for tracking network browsing events, comprising:

receiving via a communication network a request for a web page, the request originating from a client device;

retrieving responsive web page content, said responsive web page content including an instruction configured to cause the client device to send a request for additional data to an event tracking server;

sending the web page content to the client device;

receiving at the event tracking server said request for additional data;

parsing said request for additional data to obtain event tracking information; and

storing the event tracking information in a data storage area.

35. (new) The method of claim 34, wherein the instruction includes a tag that denotes a particular category for the event tracking information, and wherein the storing step further comprises storing the event tracking information in a portion of the data storage area for said category.

Serial No. 10/037,674  
21 Sep 2005 Reply to  
21 Mar 2005 Office Action

36. (new) The method of claim 34, wherein the request for a web page conforms to the HyperText Transport Protocol.
37. (new) The method of claim 34, wherein the request for a web page comprises a request to modify the contents of an online shopping cart.
38. (new) The method of claim 34, wherein the request for a web page comprises a request to download a file.
39. (new) The method of claim 34, wherein the request for a web page comprises a search request.